Raising Public Awareness and Participation through Education and Outreach

A significant factor toward long-term CCMP effectiveness is the ability to increase the public's awareness of and participation in activities designed to protect the LIS. Educating LIS watershed residents and increasing the number of people that take an active interest in protecting and restoring the Sound helps to nurture long-term stewardship ideals in the local communities. As the LIS is restored to a more healthy ecosystem these ideals will help ensure its maintenance well into the future.

Strategy:

The CCMP public awareness and outreach strategy has six major elements: 1) increasing community awareness and stewardship; 2) promoting understanding; 3) facilitating public participation; 4) increasing communication and cooperation; 5) enhancing education at all levels; and 6) securing funding. The CCMP identifies 7 Ongoing Programs and 16 CCMP Actions to address these goals. Of the 16 CCMP Actions, 8 are reported as Complete/Fully Met/Substantive Progress; 5 are reported as Partial Progress; 2 are reported as Not Initiated; and 1 Discontinued.

Highlights:

- In 1999, the LISS outreach program responded to 582 information requests, developed and staffed displays at 9 public events that reached 10,420 people; and provided 21 presentations to combined audiences of 428.
- The LISS public education and outreach program developed and distributed quarterly LISS Newsletters covering timely LIS topics to over 4,000 addressees in 1999: 1) Marine Fisheries; 2) Watershed Protection; and 3) Dredged Material Management.
- CTDEP launched a new newsletter in 1999, Sound Outlook, which is supported by Coastal Zone Management Act and EPA LISS funds. The newsletter has a circulation of 2,300.
- LISS promotional and educational materials were displayed and handed out at the 1999 Earth Day celebrations in Connecticut and New York, the 1999 New Haven County Conservation Fair, and 1999 Norwalk Oyster Festival.
- The CTDEP License Plate Fund supports four categories of activities for outreach efforts, including public access, public education, habitat

- restoration, and research. In 1999, the Fund supported 21 projects totaling \$311,509. Since 1993 the Fund has provided over \$2.6 million for 161 projects.
- In 1999, the LISS World Wide Web page was the most popular site on the EPA Region I host server, with nearly 36,000 "hits." The LISS site includes LIS fact sheets, slide shows, newsletters, LIS links, and key federal and state LIS personnel contact information. The LISS web page address is: www.epa.gov/region01/eco/lis.
- NYSDEC, CTDEP, and EPA provided outreach on LIS programs to local governments and local officials through workshops, seminars, symposia, and conferences held in various locations throughout the LIS area during 1999.
- Through 1999, the LISS Small Grants Program
 has provided funds for 41educational,
 informational and construction projects totaling
 \$131,952. These projects assisted hundreds of
 teachers and thousands of school children, and
 produced over15,000 pieces of LIS literature. In
 1999, the LISS provided funds totaling \$50,000
 for 10 local community environmental projects in

Long Island Sound Study

New York and Connecticut.

 The UCONN Cooperative Extension Service's Nonpoint Education for Municipal Officials (NEMO) project continued to present its four-part series on nonpoint source pollution prevention and the link between land use and water quality. NEMO conducted 33 workshops with more than 900 persons in attendance during 1999. Municipal representatives included

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town selectmen/women, planning and zoning boards, health departments, conservation and environment commissions, highways and parks and recreation departments. Since its inception in September 1997, the NEMO project has provided more than 50 workshops in New York and Connecticut LIS watershed communities.

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SUMMARY OF MANAGEMENT ACTIONS: PUBLIC INVOLVEMENT AND EDUCATION

1. COMMUNITY AWARENESS AND STEWARDSHIP (CCMP TABLE 51, P.146) **Ongoing Programs** Responsible Status² Description Upcoming **Parties** Action **CTDEP** E1-1. The LISS and state public Fully Met The LISS Outreach Program responded to 582 information requests, developed and staffed displays at 9 public The NY Sea Grant events that reached 10,420 people; and provided 21 presentations to combined audiences of 428. **NYSDEC** Program will continue involvement and education programs are: developing printed and other outreach programs and **NY Sea Grant** the Small Grants educational materials for specific CTDEP launched a new newsletter in 1999 entitled Sound Outlook, which is supported by CZMA and EPA **EPA** NEP funding. CTDEP continued to participate in and display LIS materials in local events, Earth Day, Coast audiences; exhibiting LIS materials at awards. Guard Day, Oyster Festivals, and school events. CTDEP has also targeted urban education on LIS using the LIS regional and local fairs and events; License Plate Fund. In 1999 CTDEP produced the following new publications: 1) CT Coastal Access Guide (a CTDEP plans to encouraging education and information public access map); 2) Invasive Plant Alert! Water Chestnut (factsheet); 3) Monitoring Long Island Sound, continue Sound on the Sound for urban populations; Hypoxia 1999 (fact sheet); and 4) Sound Outlook (DEP newsletter, circulation of 2300). Outlook and public promoting the importance of the outreach activities Sound's resources to children in the Other CTDEP programs support LIS topics and projects, including: 1) River Rundown, a quarterly newsletter through the LISS region; and, using public educational with a circulation of approximately 550 and 2) Connecticut Wildlife, a bimonthly with a circulation of 6,400. outreach program. material of non-profit organizations. Each publication produces extra copies for distribution at conservation fairs, Earth Day events, and other public events and activities. The Connecticut LIS License Plate Fund supports four categories of activities: public access, public education, habitat restoration, and research. Since 1993, the Fund has provided over \$2.6 million for 161 projects. In

1999 21 projects totaling \$311,509 were funded.

1. COMMUNITY AWARENESS AND STEWARDSHIP (CCMP TABLE 51, P.146)

Ongoing Programs	Responsible Parties	Status ²	Description	Upcoming Action
E1-2. Support research conferences such as: the CTDEP conference to highlight its LIS Research Grant Program; the LIS Watershed Alliance Citizens' Summit annual conference on the Sound; and the bi-state LIS research conference sponsored by local universities, Sea Grant programs, and the states.	CTDEP NYSDEC LISWA EPA CAC Sea Grant Universities	Fully Met	The ongoing research conferences were successfully held including the Biennial bistate LIS Research Conference in November 1999, and the annual LISWA Conference in April 1999. The LIS Research Grant Conference was held January 1999 at Connecticut College and focused on tidal wetland restoration. Over 150 people attended this highly successful conference. In 1999 NY/CT LISS staff participated on the planning committee for the LIS 2000 Research Conference.	LIS Research Conference planned for November 2000. The CT/NY Sea Grant programs in cooperation with CTDEP/NYSDEC plan to host a LIS Lobster research conference in April 2000. LIS Watershed Association conference planned for April 2000. A LIS Educators Conference will be hld March 2000 in cooperation with the Maritime Aquarium and other LISS partners.
E1-3. Coastweeks, an annual three week celebration of marine and coastal environments is supported by both states.	CTDEP NYSDEC	Fully Met	The current focus of this program is the National Beach Cleanup Day, which is coordinated by CT Sea Grant in CT and the American Littoral Society in NY.	LIS Beach Clean-Up Day is planned for September 2000.

1. COMMUNITY AWARENESS AND STEWARDSHIP (CCMP TABLE 51, P.146)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E1-4. Enhance the LISS and state public involvement and education programs to provide additional funding to build upon the current outreach and education activities with a new focus on interpretation and implementation of the management plan.	R	CTDEP NYSDEC EPA	Ongoing	\$200,000/yr	Substantive Progress	This CCMP Implementation Tracking Report was updated in for 1999 and has been used to update the CAC on implementation status. In 1999, the LISS www site (www.epa.gov/region01/eco/lis), has been among the most visited of EPA Region I web server pages with over 35,000 hits in 1999, nearly 5,000 above 1998 and over 10.000 more hits than 1997. The web site includes fact sheets, slide shows, newsletters, LIS links and contact information. The LISS hired a communications coordinator in August 1999. NY Sea Grant hired a student intern in 1999 to assist with the LISS Small Grants program through new funding provided by NYSDEC.	Plans for promotional activities and updated fact sheets in celebration of the 15th anniversary of the LISS will be part of the outreach activities in 2000. CTDEP plans to unveil its <i>Hypoxia</i> page on the CTDEP webiste in 2000.

2. PROMOTING UNDERSTANDING (CCMP TABLE 52, P.147)

Ongoing Program	Responsible Parties	Status ²	Description	Upcoming Action
E2-1. Incorporate LIS information into all related programs conducted by state staff wherever possible.	CTDEP NYSDEC	Substantive Progress	Both states have continued efforts to expand and incorporate LIS information and priorities into existing programs and to seek new opportunities for communicating LIS information. For example, CTDEP added LIS information to the Project Wet curriculum and coordinates teacher workshops and materials as part of the program. CTDEP also includes LIS information on its web site, and in publications.	Continue to add LIS information in the CTDEP web site. CTDEP will be putting together a series of events for LIS Day, May 26, 2000 to celebrate the 20th anniversary of CT's Coastal Management Program and the 15th anniversary of the LISS.

2. PROMOTING UNDERSTANDING (CCMP TABLE 52, P.147)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E2-2. Provide information to all municipalities on the LISS and the importance of protecting and restoring the Sound. Special attention will be given to coastal municipalities in the form of briefings by state officials to explain exactly how implementation of the plan will affect that particular city or town and how to work cooperatively together to implement the management plan. Briefings will also be held for specific user groups, local officials, and elected representatives.	С	CTDEP NYSDEC	Initiated upon signature of the plan by the state Governors and the EPA Administrator	Redirection of base program	Complete	NYSDEC, CTDEP, and EPA staff held a municipal conference for coastal NY/CT officials on CCMP implementation issues.	NB: OTHER ITEMS MOVED TO E2-3. The LISS will support a follow up conference for coastal municipalities in June 2000.

2. PROMOTING UNDERSTANDING (CCMP TABLE 52, P.147)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E2-3. Assess opportunities for training and educating the environmental decision-making community and provide technical information and assistance on implementation of the plan to the regulated community.	С	CTDEP NYSDEC	Ongoing	Redirection of base program	Substantive Progress	CTDEP works regularly with the municipalities regarding nutrient removal at sewage treatment plants. CTDEP also provides technical outreach for a large range of nonpoint source matters through technical guidance and workshops. See also E2-2 for municipal wordshops on Phase III. CTDEP held two operator denitrification training workshops in January and May 1999. In 1999 CTDEP continued to conduct workshops for local land use officials using the manual Coastal Water Quality: A Guide for Local Officials. CTDEP hired staff for four of five watershed coordinator positions to strengthen water quality management and outreach on a watershed basis. Norwalk, Quinnipiac, and other watershed projects continue. The LISS-supported UCONN Cooperative Extensionsponsored Nonpoint Education for Municipal Officials (NEMO) project continued to conduct a series of 4 presentations on nonpoint source reduction methodologies to local officials in Westchester and Fairfield counties on the effects of impervious surfaces; innovative land development techniques; conserving open space; and geographic information systems. In 1999, NEMO held meetings on Long Island to explore expansion of the program to Manhasset and Hempstead communities.	CTDEP anticipates sponsoring additional operator denitrification workshops in 2000. CTDEP will continue to provide §319 funding for NEMO workshops. CTDEP will continue watershed program development.
E2-4. Utilize the Bi-state Marine Resources Committee to ensure Long Island Sound related legislation moves on a parallel track in both Connecticut and New York and to help educate local governments and the public about the importance of the Sound and the successful implementation of the LISS recommendations.	С	CTDEP NYSDEC NYSDOS	Ongoing	Redirection of base program	Partial Progress	The Committee last met in January 1997. Legislation relating to the Menhaden fishery in LIS was passed in 1997. As a result of this meeting, both states passed legislation restricting commercial Menhaden harvesting in LIS for a two-year period. While the Committee did not meet in 1998 or 1999, CT passed Public Act 99-78 that extended the moratorium on the taking of menhaden to July 1, 2001.	The CT General Assembly is considering House Bill 5584 to make a ban on the taking of menhaden by any size boat and purse seine, permanent.

 $[\]frac{\underline{KEY}}{1)Type: (C)ommitment, (R)ecommendation, (N)ew (A)ction}$

2. PROMOTING UNDERSTANDING (CCMP TABLE 52, P.147)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E2-5. Pursue reestablishment of funding for the Long Island Sound Resource Center at Avery Point and further development of a similar resource center in New York to serve as clearinghouses and depositories for information about the Sound and investigate ways to improve funding for these centers.	R	CTDEP NYSDEC EPA	Ongoing	\$150,000 per year for Connecticut Long Island Sound Resource Center; \$60,000/ year for a New York facility	Partially Addressed	No new funding has been secured. The LIS Resource Center continues to operate with GIS and library functions.	

3. FACILITATING PUBLIC PARTICIPATION (CCMP TABLE 53, P.148)

Ongoing Program	Responsible Parties	Status ²	Description	Upcoming Action
E3-1. Encourage public participation in activities relating to the cleanup and protection of the Sound and provide support for activities including storm drain stenciling, beach grass planting, and beach cleanups.	CTDEP NYSDEC EPA Sea Grant	Substantive Progress	This action is being met primarily through the Connecticut LIS License Plate Fund and the LISS Small Grants program (31 projects have been funded to date under the Small Grants Program). Also, state §319 funds are put into these activities. In Connecticut, §319 watershed projects in the Hockanum, Mattabasett, Norwalk, Quinnebaug, Quinnipiac, and West Rivers provide the following public participation activities: 1) volunteer monitoring, 2) streambank restoration/riparian plantings, 3) river clean up days, and 4) stream walk assessments. Staff give numerous presentations to the general public each year. For example, New York Sea Grant continues to provide information on storm drain stenciling. Eight different stencils are available depending on the water body being stenciled. Also, Sea Grant has created a Sound Gardening Demonstration Garden in Oyster Bay funded through §319 funds. The CT LIS License Plate Fund is funding water quality sampling projects to volunteers in three CT harbors. NY Sea Grant developed 3 planting guides – native grasses, smooth cordgrass and American beach grass.	LISS Small Grants funded 17 projects for FY2000. The Norwalk Maritime Aquarium is completing a video for students to increase environmental awareness of LIS. Public participation will also be sought in the development of a total maximum daily load (TMDL) for Sasco Creek watershed.

3. FACILITATING PUBLIC PARTICIPATION (CCMP TABLE 53, P.148)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E3-2. The LISS Citizens Advisory Committee will continue to provide guidance to the Management and Policy Committee and serve as a link between the public and LISS management agencies. The CAC has been instrumental in providing guidance to the Study and serving as a conduit between the Management Conference and the public.	С	CAC	Immediately	Costs are \$4,000 per year for expenses and travel and would be covered under the basic cost of maintaining the Management Conference	Fully Met	The CAC has expanded its membership to 60; has formed subcommittees to provide focused input on specific areas, and has continued to be very active in providing counsel to the Management Conference. The CAC provided its annual priorities to the Policy Committee by letter in June 1999; briefed the new Congress on LIS issues and accomplishments in October1999; and provided its comments on the draft TMDL for the public record in November 1999.	The CAC will meet quarterly in 2000 in March, June, September and December.
E3-3. Enhance funding for hands-on activities such as storm drain stenciling, beach grass planting and beach cleanups to allow the public to actively participate in the cleanup and restoration of the Sound and learn more about its ecosystem.	R	CTDEP NYSDEC EPA Sea Grant	When funding becomes available	\$25,000 per year	Fully Met	CTDEP has funded storm drain stenciling activities with grants from the Long Island Sound License Plate Fund and through watershed projects funded by §319 funds from the EPA. Save the Sound, Inc. manages storm drain stenciling in Connecticut. The LISS has funded the Small Grants program to support local implementation and education efforts. The Small Grants program funding was increased to \$50,000 in 1999. 10 projects were funded. CT DEP's Long Island Sound VISA card contributes funds to the LIS License Plate Fund. CT DEP continues a successful partnership with the LIS VISA card.	Continue efforts to promote public awareness.
E3-4. Promote citizen involvement in educational and monitoring activities in and around the Sound and consider: -Providing technical assistance to citizen monitoring groups; -Developing a reward system for citizens participating in Long Island Sound protection and restoration programs; -Developing environmental habitat kits and guide maps; -Production and distribution of videos of Long Island Sound research cruises.	R	CTDEP NYSDEC EPA	When funding becomes available	\$75,000 per year	Substantive Progress	CTDEP assists to the extent possible supporting citizens monitoring groups with technical staff for planning programs, grants to support efforts, and review of reports and data. CTDEP supports public involvement in the recently implemented Quinnipiac and Norwalk River Watershed programs. The LIS volunteer water monitoring workgroup assisted in coordinating citizen water quality monitoring around LIS.	The CTDEP web site will provide information on LIS License Plate fund projects which may be used by other school groups for water quality monitoring, curricula, and other related projects.

 $[\]frac{\underline{KEY}}{1)Type: (C)ommitment, (R)ecommendation, (N)ew (A)ction}$

²⁾ Status for ongoing programs and actions: Fully Met, Substantive Progress, Partial Progress, Discontinued Status for dated actions: Complete, Ahead of Schedule, On Schedule, Behind Schedule, Partially Addressed, Not Initiated

4. INCREASE COMMUNICATION AND COOPERATION (CCMP TABLE 54, P.150)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action			
E4-1. Increase efforts to coordinate ongoing governmental and nongovernmental public outreach efforts as the plan becomes implemented and encourage private and nonprofit groups to continue to develop and implement Long Island Sound educational and outreach programs.	С	CTDEP NYSDEC EPA	Ongoing	Redirection of base program	Substantive Progress	LISS outreach staff in NY, CT and EPA LISO participate in LIS Educators Meetings organized by Save the Sound and held quarterly at various locations around the Sound.	LIS outreach staff in NY, CT and EPA will participate in planning organizing and conducting a LIS Educators Conference in March 2000.			
E4-2. Establish a public outreach work group to guide the implementation of the public involvement and education commitments and recommendations. The work group will work closely with and serve to complement the ongoing public outreach and education efforts of the Citizens Advisory Committee. The group will also be charged with determining funding resources for implementation of public involvement and education recommendations, consulting with staff on tactics, working to provide coordination of public outreach efforts from both an internal and external basis, and assessing program effectiveness.	R	CAC CTDEP NYSDEC EPA	Upon signature of the plan by the state Governors and the EPA Administr a-tor	Redirection of base program	Complete	The first meeting of the Public Outreach Work Group (POWG) was held in October 1994. The POWG has reviewed outreach materials, provided ideas for new material, and reviewed the proposals received in response to the LISS Small Grants program. POWG was merged with the CAC communications subcommittee in 1998. CAC By Laws were amended in 1999 to reflect this change.	See E3-2.			

 $[\]frac{\underline{KEY}}{1)Type: (C)ommitment, (R)ecommendation, (N)ew (A)ction$

5. ENHANCE EDUCATION AT ALL LEVELS (CCMP TABLE 55, P.151)

Ongoing Programs	Responsible Parties	Status ²	Description	Upcoming Action
E5-1. Support ongoing actions that assist teachers in their efforts to integrate LIS issues into existing curricula.	CTDEP NYSDEC EPA Sea Grant	Substantive Progress	CTDEP continues to provide materials to teachers and schools upon request, see actions in this section. NY Sea Grant is a member of the Executive board for NYS Marine Educators and helps to distribute LIS materials and information to teachers. The NY Sea Grant hosted two grant writing workshops, one each in Connecticut and New York, for potential Small Grants applicants.	The Maritime Aquarium, NY/CT Sea Grants and EPA are cooperating on the LIS Educators Conference scheduled for March 2000 in Norwalk, CT.

5. ENHANCE EDUCATION AT ALL LEVELS (CCMP TABLE 55, P.151)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E5-2. Continue Connecticut's Long Island Sound High School Research Grant Program, initiated in 1990. This program provides funding for students to conduct research on the Sound and its watershed.	С	CTDEP	Ongoing	\$30,000 per year	Discontinued		
E5-3. Encourage natural history museums and nature centers to promote Long Island Sound issues within their programs.	С	CTDEP NYSDEC EPA	Ongoing	Redirection of base program	Partial Progress	CTDEP works with museums and at public affairs such as local fairs and festivals to promote sound environmental management. CTDEP funded a Long Island Sound traveling display through the CT Museum of Natural History, completed in 1999. CTDEP developed a nonpoint source exhibit with the CT Museum of Natural History in 1999.	
E5-4. Work with school districts and, where appropriate, the Department of Education, in Connecticut and New York to develop Long Island Sound educational materials and outreach programs for primary and secondary schools. Help teachers integrate Long Island Sound information into their curricula and provide materials wherever possible. This should include hiring a Long Island Sound education coordinator.	R	CTDEP NYSDEC	When funding becomes available	\$75,000 per year	Partial Progress	CTDEP's Project SEARCH and other Information and Education Section activities are aimed at educating educators and students about a broad range of environmental matters, including Long Island Sound.	

 $[\]frac{\underline{KEY}}{1)Type: (C)ommitment, (R)ecommendation, (N)ew (A)ction}$

5. ENHANCE EDUCATION AT ALL LEVELS (CCMP TABLE 55, P.151)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E5-5. Enhance ongoing actions to assist teachers in their efforts to integrate Long Island Sound issues into their existing curricula including the development and support of teacher workshops.	R	CTDEP NYSDEC EPA	When funding becomes available	\$75,000 per year	Partial Progress	CTDEP's Project SEARCH and other Information and Education Section activities are aimed at educating educators and students about a broad range of environmental matters, including Long Island Sound.	
E5-6. Consider a Long Island Sound High School Research Grant Program to provide resources to allow a variety of high schools to conduct research on the Sound and its watershed.	R	NYSDEC	When funding becomes available	\$30,000 per year	Not Initiated		

6. SECURE FUNDING (CCMP TABLE 56, P.152)

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Ongoing Program	Responsible Status ² Parties		Description	Upcoming Action					
E6-1. The LISS will continue to encourage all organizations involved in the public involvement and education effort, both governmental and nongovernmental, to take advantage of the various grant programs, for which they are eligible, that provide funding for educational activities. These include CT's LIS Fund, LIS High School Research Grant Program, and EPA's Education Grants. Private sector funding should also be sought when and where possible and other private grant programs identified.	CTDEP NYSDEC EPA Sea Grant Other Management Conference Participants	Substantive Progress	Announcements for funding are widely circulated within the LIS community. Since its inception, the CTDEP LIS License Plate fund has allocated more than \$2.6 million to fund over 160 projects. Since the inception of the LIS Small Grants Program, the New York Sea Grant office of the LISS has provided grant funds for 41 projects totaling \$131,952. These projects assisted hundreds of teachers and thousands of school children, and produced over15,000 pieces of LIS literature. In 1999, the LISS provided grant funds totaling \$50,000 for 10 local community environmental projects in Connecticut and New York	CTDEP will mail the RFP for the next round of License Plate projects in early 2000. The information will also be available on the CTDEP web site.					

6. SECURE FUNDING (CCMP TABLE 56, P.152)

CCMP Action	Type ¹	Responsible Parties	When	Estimated Cost	Status ²	Description	Upcoming Action
E6-2. Seek to create a public involvement and education (PIE) fund that could be supported by a variety of funding sources, including federal appropriations through the Long Island Sound Improvement Act. The PIE fund would be administered by the LISS Management Conference. A PIE fund and interest generated from its endowment would provide support for projects fulfilling plan involvement and education actions and recommendations as proposed by both nongovernmental and governmental organizations. Current state and private Long Island Sound public education programs are under-funded. State and private funding sources must be directed toward meeting the needs of existing programs before being sought for a PIE fund.	R	CTDEP NYSDEC EPA	Upon signature of the plan by the state Governors and the EPA Administrator	Seed money should be made available for the establishment of a PIE Fund.	Not Initiated	A PIE fund has not been established. However, funding for existing outreach and education programs, such as the CTDEP License Plate Fund and the LISS Small Grants Program have continued.	